

How Is Colour Used in Advertising?

The use of colour in advertising serves the purpose of trying to create a particular response in the audience. Different colours are associated with different feelings and emotions, therefore the specific colours included within an advertisement are very important and influential.

Colours communicate with us on an emotional level and are therefore more effective at persuasion. Check out the guide below to see how certain colours may influence your emotions.

Blue

Blue is often associated with sadness but can also be associated with calmness, tranquility and feelings of relaxation.

Red

Red is attention grabbing and is often associated with anger or danger, but it also can also represent love, warmth and confidence.

Black

Black is powerful, dark and mysterious. It can feel quite formal while promoting ideas of luxury and elegance.

Green

Green can be soothing and is often associated with freshness, health and good luck.

Orange

Orange is a friendly and cheerful colour that helps us to feel young and full of energy.

Purple

Purple can be used to represent feelings of mystery as well as spirituality, bravery and wisdom.

Gray

Gray might seem bland and boring but it can also show strength, efficiency and professionalism.

Yellow

Yellow is the colour of happiness, brightness and joyful possibility. It is often associated with fun and playful energy.

White

White is fresh, clean and simple. It can help to promote the idea of professionalism in advertising.